

## Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application.

### Listing of Claims

1. (Canceled)

2. (Currently amended) A method for a card issuer to ~~sell~~ allow sale of merchandise to a customer using a merchandise card, comprising:

using a remote terminal to activate and issue  
[[a]] the merchandise card to a customer with an individual account identifier;

allowing said customer ~~enters~~ to use the  
merchandise card to enter a cash value into a remote terminal  
~~operated by the card issuer~~ to purchase a percentage of a  
merchant's inventory using a proxy method, wherein the proxy  
method comprises a purchase of proxy merchandise that is  
exchangeable for other merchandise from the merchant's  
inventory;

~~the card issuer completes a proxy sale by~~  
calculating and reporting the average historical costs  
associated with the sale of the merchant's inventory;

and at the time of debiting from a merchandise account, said purchased proxy merchandise is available for exchange for other merchandise from the merchant's inventory.

3. (Currently amended) A method for performing a purchase transaction, the method comprising:

activating an account associated with a customer, the account having a unique account identifier,  
~~wherein the account is maintained by an entity;~~

accepting a cash value at a purchasing station ~~operated by the entity,~~ wherein the account is debited based on the cash value;

~~selling, via a proxy sale,~~ a percentage of inventory, wherein the percentage is based on the cash value and wherein the percentage of inventory comprises proxy merchandise that is exchangeable for other merchandise from the merchant's inventory; and

calculating and reporting average historical costs associated with sales of the inventory, ~~and~~  
~~exchanging merchandise for at least a portion of the percentage of inventory.~~

4. (Currently amended) The method of claim [[3]]  
24 wherein the entity is a merchant.

5. (Currently amended) The method of claim [[3]]  
24 wherein the account is associated with a card and wherein  
the entity is a card issuer.

6. (Previously presented) The method of claim 3  
wherein the account is associated with a card.

7. (Previously presented) The method of claim 3  
wherein the purchasing station comprises a point of sale  
terminal.

8. (Previously presented) The method of claim 3  
wherein the purchasing station comprises a cash register.

9. (Currently amended) The method of claim 3  
further comprising exchanging merchandise for at least a  
portion of the percentage of inventory, wherein the exchanging  
comprises exchanging at a debiting station and the debiting  
station ~~comprising~~ comprises a point of sale terminal.

10. (Currently amended) The method of claim 3  
further comprising exchanging merchandise for at least a  
portion of the percentage of inventory, wherein the exchanging  
comprises exchanging at a debiting station and the debiting  
station comprises a cash register.

11. (Previously presented) The method of claim 3  
wherein the average historical costs are selected from the

group comprised of sales tax, cost of goods, overhead costs, federal taxes, and any combination thereof.

12. (Previously presented) The method of claim 3 further comprising treating the proxy sale as a revenue producing sale, the revenue producing sale generating a net profit equivalent to the difference between the cash value and the average historical costs.

13. (Currently amended) A system for performing a purchase transaction, the system comprising:

an account processor for activating an account associated with a customer, the account having a unique account identifier, ~~wherein the account is maintained by an entity;~~

a purchasing station ~~operated by the entity~~ coupled to the account processor for accepting a cash value, for debiting the account based on the cash value, and for selling, via a proxy sale, a percentage of inventory, wherein the percentage is based on the cash value and wherein the percentage of inventory comprises proxy merchandise that is exchangeable for other merchandise from the merchant's inventory; and

a server having a database coupled to the purchasing station and the account processor for calculating and reporting average historical costs associated with sales of the inventory, and

~~\_\_\_\_\_ a debiting station coupled to the account processor for processing an exchange of merchandise for at least a portion of the percentage of inventory.~~

14. (Currently amended) The system of claim [[13]] 31 wherein the entity is a merchant.

15. (Currently amended) The system of claim [[13]] 31 wherein the account is associated with a card and wherein the entity is a card issuer.

16. (Previously presented) The system of claim 13 wherein the account is associated with a card.

17. (Previously presented) The system of claim 13 wherein the purchasing station comprises a point of sale terminal.

18. (Previously presented) The system of claim 13 wherein the purchasing station comprises a cash register.

19. (Currently amended) The system of claim 13 further comprising a debiting station coupled to the account processor for processing an exchange of merchandise for at

least a portion of the percentage of inventory wherein the debiting station ~~comprising~~ comprises a point of sale terminal.

20. (Currently amended) The system of claim 13 further comprising a debiting station coupled to the account processor for processing an exchange of merchandise for at least a portion of the percentage of inventory wherein the debiting station comprises a cash register.

21. (Previously presented) The system of claim 13 wherein the average historical costs are selected from the group comprised of sales tax, cost of goods, overhead costs, federal taxes, and any combination thereof.

22. (Previously presented) The system of claim 13 further comprising accounting software and hardware for treating the proxy sale as a revenue producing sale, the revenue producing sale generating a net profit equivalent to the difference between the cash value and the average historical costs.

23. (New) The method of claim 3 further comprising exchanging merchandise for at least a portion of the percentage of inventory.

24. (New) The method of claim 3 wherein the account is maintained by an entity and wherein the purchasing station is operated by the entity.

25. (New) The method of claim 3 wherein the account is maintained by a first entity and wherein the purchasing station is operated by a second entity.

26. (New) The method of claim 3 further comprising exchanging merchandise for at least a portion of the percentage of inventory, wherein the exchanging comprises exchanging at a debiting station and the debiting station comprises a remote terminal.

27. (New) The method of claim 3 further comprising exchanging merchandise for at least a portion of the percentage of inventory, wherein the exchanging comprises exchanging at a debiting station and the debiting station comprises an online terminal.

28. (New) The method of claim 3 wherein the purchasing station comprises a remote terminal.

29. (New) The method of claim 3 wherein the purchasing station comprises an online terminal.

30. (New) The system of claim 13 further comprising a debiting station coupled to the account processor for

processing an exchange of merchandise for at least a portion of the percentage of inventory.

31. (New) The system of claim 13 wherein the account is maintained by an entity and wherein the purchasing station is operated by the entity.

32. (New) The system of claim 13 wherein the account is maintained by a first entity and wherein the purchasing station is operated by a second entity.

33. (New) The system of claim 13 further comprising a debiting station coupled to the account processor for processing an exchange of merchandise for at least a portion of the percentage of inventory wherein the debiting station comprises a remote terminal.

34. (New) The system of claim 13 further comprising a debiting station coupled to the account processor for processing an exchange of merchandise for at least a portion of the percentage of inventory wherein the debiting station comprises an online terminal.

35. (New) The method of claim 13 wherein the purchasing station comprises a remote terminal.

36. (New) The method of claim 13 wherein the purchasing station comprises an online terminal.